From:	Tucker-Potter, Stacy
To:	Rellen Hayes
Subject:	RE: Directory Project - Postcard Proofs
Date:	Thursday, July 18, 2019 1:28:00 PM

Our concern is not just with the response rate but with alumni having full disclosure of how their information will be distributed. I appreciate you looking into this.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Thursday, July 18, 2019 1:00 PM
To: Tucker-Potter, Stacy
Subject: RE: Directory Project - Postcard Proofs

Hi Stacy,

The language that we use has historically proven to trigger the highest response rate. However, let me see if I can come up with some verbiage that we can add in.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com
www.publishingconcepts.com

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Thursday, July 18, 2019 11:08 AM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Directory Project - Postcard Proofs

Hello Rellen,

On further review, one thing that a colleague brought to my attention is that nowhere does it make clear that their data is being included in a directory. Although our website makes opt out information clear, someone reading this postcard would not understand that if they do not contact the number their information would be in a directory. This will have to be made clear. Do I need to rework text or do you have samples from other schools that are more clear how this process works in the communications?

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Wednesday, July 17, 2019 10:46 AM
To: Tucker-Potter, Stacy
Subject: Directory Project - Postcard Proofs

Hi Stacy,

Here are the proofs for postcards 1-4. Please let me know if approved.

Please note that on postcard 2, I changed the box in the upper right to read "Important Notice" or we could use "Verification Now Due". "Verify Your Alumni Data" is too long for this space.

Thanks!

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

T: 972.728.3687
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